

GPC 2010 Workshop Proposal

The 6th International Workshop on Mobile Commerce and Services (WMCS2010)

<http://www.engr.sjsu.edu/wmcs/>

in cooperation with

The 5th International Conference on Grid and Pervasive Computing (GPC2010)

<http://gpc2010.ndhu.edu.tw/>

May 10-14, 2010, Hualien, Taiwan

Workshop Duration: One Day Workshop

Workshop Theme:

The wide deployment of wireless networks and mobile technologies and the significant increase in the number of mobile device users have created a very strong demand for emerging mobile commerce applications and services based on today's wireless network technologies. This trend has provided many new business opportunities and challenges to e-commerce vendors, mobile service providers, mobile content publishers and marketplaces, mobile technology providers and solution integrators. Living in a wireless world changes and enhances people's life in many ways, such as communications, information sharing and learning, e-commerce and mobile application services. At the same time, businesses and government agencies are confronted with new pressure for technology update, that is, how to provide customers and users with reliable and secure mobile commerce applications and efficient and user-friendly mobile services.

To meet this increasing demand on mobile commerce and mobile services, people are looking for innovative ideas to create next generation mobile-commerce applications and service systems. Mobile commerce and services has become a very hot research subject in both business and research communities. The major theme of this workshop is to study new business models, emerging mobile technology, and engineering methods to build the next generation of mobile commerce service systems supporting mobile users anywhere at anytime.

Goals:

The 6th International Workshop on Mobile Commerce and Services (WMCS2010) is a forum to bring together business people, researchers, scientists, software architects, and industry professionals to discuss innovative ideas and diverse topics on next generation of mobile-commerce and services. Using this forum, researchers and practitioners can exchange issues, challenges, new business models and structures, and new technologies and solutions.

Researchers and practitioners are invited to submit original and research papers addressing business and technical issues, challenges, solutions, and technologies in building wireless-based

software systems and applications. All submissions will be peer-reviewed by the members of the international program committee. Accepted paper will be included in the GPC 2010 workshop proceedings.

Topics of Interest Include But Are Not Limited to the Following:

The topics of interest for WMCS2010 include, but are not limited to, the following:

- M-commerce business:
 - M-commerce business models, processes, strategies, and market structure analysis
 - Mobile supply chain management
 - Pricing and cost analysis of M-commerce services
 - Case studies in M-commerce and information services

- Mobile enabled and wireless Internet technologies:
 - Mobile computing models, technologies and solutions
 - "Mobile 2.0" and/or Mobile Web 2.0 Technology Extension
 - Context-aware and location-based technologies and solutions for M-commerce
 - Enabling technologies (such as RFID, Barcodes) for M-commerce and services
 - Mobile agent, workflow models, and supporting technologies in M-commerce
 - New wireless multimedia technologies and platforms for mobile commerce, e.g., DMB, DVB-H, mobile TV
 - Mobile enabled architectures, middleware, components, and agent technologies
 - Mobile security problems, technologies, solutions and privacy
 - Mobile database retrieval techniques, transaction models and caching techniques
 - New mobile client design, architectures, and interaction methods for mobile devices

- Innovative wireless (or wireless Internet) based applications:
 - "Mobile 2.0" and/or Mobile Web 2.0 based applications and experience
 - Mobile-based e-learning and education environments
 - Mobile service middleware and platforms for mobile commerce
 - Mobile advertising solutions, techniques, systems and platforms
 - Mobile payment protocols, solutions, service systems and platforms
 - New mobile portals, mobile-based social networks, and marketplaces
 - Ambient intelligent frameworks, platforms, and systems
 - Ubiquitous computing platform and services for mobile users
 - P2P mobile systems and applications
 - New mobile enterprise systems and applications
 - Mobile digital home environment and intelligence
 - Deployment, experience and lesson learned reports in M-commerce and services

- Mobile services:
 - Semantic web and services for M-commerce
 - Mobile instant messaging systems and services
 - Mobility discovery, management, and services
 - Mobile brokerage, management, and service mechanisms
 - Mobile entertainment services and platforms for digital music, videos, tickets, and games
 - Deployment, experience and lesson learned reports in M-commerce and services
 - Mobile personalization, mobile service management, and natural language support

- Tagging technologies:

- RFID/uID middleware design and implementation
- Barcode-based or tag based highly available ubiquitous services
- Tools for design, deployment and evaluation of tag-based systems
- Tag discovery, management, security, and services
- Tagging for smart life services

Workshop History:

Since 2004, we have successfully organized and delivered a number of international workshops (WMCS2004, WMCS2005, WMCS2006, EMOBS07, WMCS2008, and WMCS2009) on the same subject. The workshop aims at attracting both researchers from academic and industrial institutions and practitioners from industry. The subject of this workshop has since become a hot research topic.

Submission:

Original papers that are not published previously or under review by other journals or conferences will be considered. All submitted papers will be evaluated according to their originality, significance, correctness, presentation and relevance. The URL link of WMCS2010 workshop paper submission <http://edas.info/index.php?c=8345>. For format and style guidelines authors should refer to: <http://www.springer.com/computer/lncs?SGWID=0-164-7-72376-0> The authors should prepare their final paper according to the instructions in this web page. Manuscripts will be limited to 8-12 pages following LNCS conference proceedings style and guidelines. Papers that present novel ideas, criticize existing work, and discuss practical studies and experiments are especially encouraged.

Accepted papers will be published in LNCS by Springer. At least one of the authors of each accepted paper must register as a full participant of the workshop to have the paper published in the proceedings.

Expected Achievements:

The organizers intend to achieve an overview of the current research in the area of engineering wireless-based systems and applications. Furthermore, a roadmap will be developed together with the attendees of the workshop with the goal of initiating cooperation among the attendees. Selected best papers will be published in Journal of Theoretical and Applied Electronic Commerce Research.

Important Dates:

-Paper Submission Deadline:	December 10, 2009
-Workshop Author Notification:	January 31, 2010
-Workshop Camera-ready:	February 10, 2010
-Conference Date:	May 10 - 14, 2010

Workshop Organization:

Workshop Co-Chairs:

Brian K. Lien	Fu Jen Catholic University, Taiwan
Jerry Gao	San Jose State University, USA

Workshop Program Co-Chairs:

Chien-Chang Hsu	Fu Jen Catholic University, Taiwan
Guanling Lee	National Dong Hwa University, Taiwan

Steering Committee (in alphabetical order):

Jerry Gao	San Jose State University, USA
Chien-Chang Hsu	Fu Jen Catholic University, Taiwan
Axel Kupper	Ludwig-Maximilians University, Germany
Keung Hae Lee	Korea Aerospace University, Korea
Brian K. Lien	Fu Jen Catholic University, Taiwan
Claudia Linnhoff-Popien	Ludwig-Maximilians University, Germany
(Chair) Hsing Mei	Fu Jen Catholic University, Taiwan
Jingsha He	Beijing University of Technology, China

Program Committee (in alphabetical order):

(This list is waiting to be confirmed and updated)

Narciso Cerpa	University of Talca, Chile
Yong-Yi FanJiang	Fu Jen Catholic University, Taiwan
Volker Gruhn	University Leipzig, Germany
Jia-Lien Hsu	Fu Jen Catholic University, Taiwan
Axel Kupper	Ludwig-Maximilians University, Germany
Keung Hae Lee	Korea Aerospace University, Korea
Katina Michael	University of Wollongong, Australia
Claudia Linnhoff-Popien	Ludwig-Maximilians University, Germany
George Roussos	Birkbeck College, UK
Xiao Su	San Jose State University, USA
Yong Ik Yoon	Sookmyung Women's University, Korea
Kyung-Chang Kim	Hongik University, Korea
Gu-min Jeong	Kookmin University, Korea
Ron Vetter	UNC Wilmington, USA
Timothy K. Shih	National Taipei University of Education, Taiwan
Matthias Book	University Leipzig, Germany
Donggang Cao	Peking University, China
Sheng-Lung Peng	National Dong Hwa University, Taiwan
Wen-Chih Peng	National Chiao Tung University, Taiwan
Chia-Hung Yeh	National Sun Yat-sen University, Taiwan
Rung-Ching Chen	Chaoyang University of Technology, Taiwan
Sheng-Yuan Yang	St. John's University, Taiwan
Chi-Pan Hwang	National Changhua University, Taiwan
Yi-Jen Su	Shu-Te University, Taiwan

Yong-Yi FanJiang
Chih-Min Chao
Chiu-Ching Tuan
Chien-Chang Hsu

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National Taiwan Ocean University, Taiwan
National Taipei University of Technology, Taiwan
Fu-Jen Catholic University, Taiwan

General Inquires:

For further information on WMCS2010, please contact the workshop co-chairs
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